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IN THIS ISSUE

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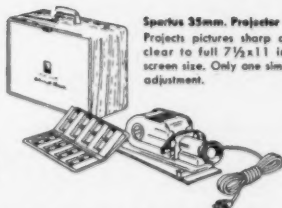
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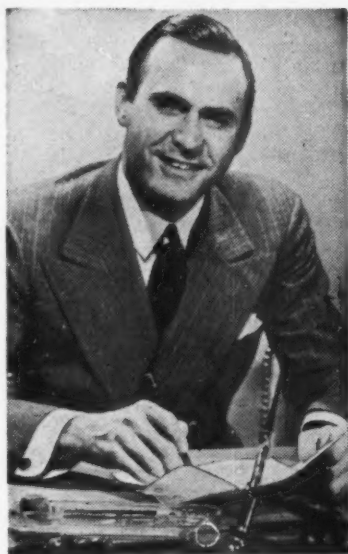
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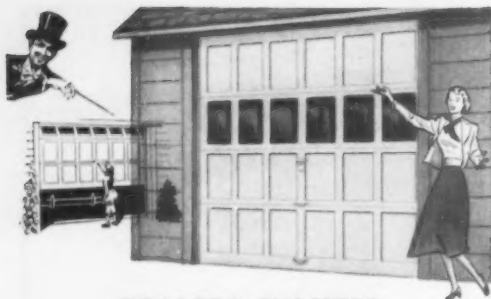
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Nailing It Down

ROOFING and siding contractors should give some thought to their position if atomic warfare descends on the United States. They have a very vital function both before and after such a holocaust which now does not seem so remote as it did a year ago.

In many communities, building owners are already planning to strengthen and reinforce structures. Roof protection, sidewall bracing, and even building atomic shelters, if practical ones can be developed, is work that contractors may be doing in advance of any widespread war. A new and complete study of atomic warfare and methods for combatting it just published by the U. S. Printing Office, "United States Civil Defense," is suggested reading for contractors.

While our cities were not directly attacked in World War I and II, we cannot count on this immunity if another large scale war starts. The Secretary of Defense has said, "In the next war, if it comes God forbid, we are not going to have any Pearl Harbor. We are going to have, if they can get away with it, fifty Hiroshimas in these United States."

If that happens, there will be destruction on a scale never known before in this country. Contractors and builders are the only ones who can efficiently make needed repairs. Obviously, the roofs and sides of commercial, industrial and residential buildings will collapse and suffer the most damage. To keep living conditions and production going, experienced contractors' organizations will be as essential as transportation, and the utilities and the public service.

Contractors with an eye to the future are currently cultivating closer relationships with their customers—by giving them more and better service, says the Trade Association News.

They are motivated not only by growing competition but by the realization that it costs a lot less to keep a client happy than to contend with a

(Continued on Page 38)

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

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OCTOBER

1950

Pointers For Applying STAINED SHINGLES

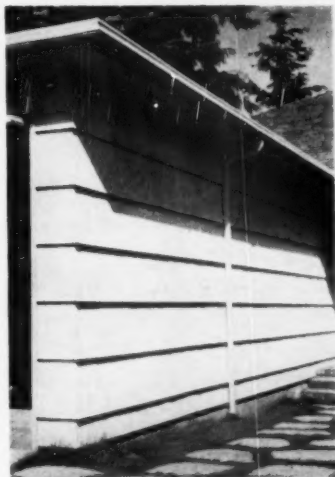
By Mr. Frederic H. Rahr

IT takes years of practice, a great deal of sincerity and pride in the job, to develop a first-class skill in the application of all types of roofs and walls. If you are a skilled operator, you can apply stained shingles and shakes as readily as any other material. There are some pointers, however, that have been proved over many years and may be of interest to you.

One—double coursing. As the name implies, it is the application of two layers of shingles or shakes on each course. Pre-stained grooved shakes are made expressly for the outer course of the the double coursed walls, and a lower grade shingle, often called the under-course grade is completely covered by the outer shake—the combination of low cost under-coursing, and the quality appearance on the surface of the pre-stained shakes for outer courses results in first class wall construction at a reasonable price. Now, because the walls are doubled and all vertical joints are closed, exposures up to 12 inches are recommended for 16 inch shakes, and up to 14 for 18 inch shakes.

However, the exposure may be varied in a wood shingle to conform with

the tops and bottoms of windows and doors or other architectural features of the house. This flexibility of exposure is one of the very unusual advantages of the double coursing with pre-stained shingles. Where most wall materials



Heavy and attractive shadow lines are achieved from the double-coursed method of shingle sidewall application. Two layers of shingles are used on each course, one applied directly over the other.

are limited to a fixed exposure the applicator can vary the exposures of these products anywhere between 12 and 15 inches.

Now a shiplap nailing guide is about the only extra tool that you need for a double course application. The under-course of low grade shingles is laid along the top lip of the guide and stitched in place with a stapling gun or a 3-penny nail. No firm nailing is required on under-course because the nailing of the outer shakes secures the entire wall. It is important that the outer shakes be applied with small headed rust resistant nails. Five penny nails are generally used when applying directly to sheathing, and a 7-penny nail for over-walling or re-siding. One nail should be driven about 2 inches above the butt line and $\frac{3}{4}$ ths of an inch from each edge of the shingle. A third nail should be driven 2 inches above the butt line and in the center of each shake when the shake is more than 8 inches wide. No other nails are necessary.

Newcomers Learn Quickly

Those who have not tried double coursing application will want to know how much coverage can a man handle

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Many Types of Construction Solved By Sprayed Insulation

By P. S. BARRY

F. X. Connelly & Company
Rochester, New York

SPRAYED insulation has proved to be successful for at least four different types of industrial construction problems, according to one of the contracting firms which install the material.

F. X. Connelly & Company, sound-proofing and insulation engineers of Rochester, N. Y., have been using the process for a little over two years. They found that the sprayed insulation is not only highly efficient for industrial application as a roof insulation, as a side-wall insulation, as a corrective for special problems of condensation and as a sound deadener, but it is also versatile when used in large decorative jobs.

Sprayed insulation, light in weight and resistant to vibration, is vermin-proof, water-repellent, rust-resistant, wind-tight and fireproof. It consists of six different asbestos and mineral wool fibers applied by a spray gun over a binder coat which, once set, is not affected by moisture condensation, steam or roof leaks. It is applicable to most types of construction—corrugated metal, transite, masonry, wood, glass, rock lathe and materials previously coated with oil paint.

After it is applied to the required thickness, the insulation is tamped for texture giving a rough travertine finish suitable for industrial work. However, in special cases, a skilled plasterer can work it into a decorative molding ideal for a large restaurant or hotel. Sprayed insulation also eliminates the troublesome dust usually present during application of other insulation products.

Use On Veterans' Hospital

F. X. Connelly's job on the new Veterans' Hospital in Buffalo is a typical case where the sprayed insulation provided an excellent answer to a special roof insulation problem. The Connelly firm was contracted by the Fleisher Engineering and Construction Company, general contractors for the hospital project, to insulate the roof of

a 60-foot high building housing the oil-burning boilers used to heat the utility building and the 1,000-bed hospital. The purpose was to cut tremendous heat losses from the boiler and the breaching.

Sprayed insulation was applied one inch thick to the underside of the flat concrete roof between beams and girders of the building. In addition to controlling the heat within the room, the condensation on the inside of the high roof was eliminated and the insulation also quieted the boiler room by 75 per cent. The job required 10 days to completely insulate the 6,000 square foot ceiling.

On the same hospital project, Connelly applied insulation to the roof of the maintenance shops built under a ramp driveway and loading platform for ambulances. The underground shops included carpenter's shop, sheet metal shop and laundry, all lacking the most desirable ventilation. Snow and water collected on the roof driveway increasing dampness and cold. In Summer, the underground quarters, especially the laundry, were unbearably hot.

Connelly used sprayed insulation to cover the 8,000 foot underside of the flat concrete arch, thereby eliminating possible leakage from the drive and cutting dampness to a minimum. The insulation also contributed a great deal to making the shops comfortable in Winter and Summer both, and it controlled machine noises in the shops.

Corrective Jobs

Many of Connelly's roof insulation jobs with the spray process have been of a corrective nature. Charlotte High School in Rochester, N. Y., built during the depression, is an illustration of sprayed insulation taking over where another system had failed.



Top: Sprayed insulation applied to corrugated roof ceiling, National Bureau of Standards, Washington, D. C.



Above: Applied to interior walls the sprayed insulation is an attractive coating and sound-deadener. Reception room of a New Jersey radio station.

Problems Process

Roof insulation in the school was originally parlock, a cheap method popular 15 and 20 years ago and much used in projects where the low costs were first consideration. Parlocking, a process of "rubbing" the concrete roof with asphalt, has failed in many cases because of the organic nature of asphalt. Over a period of time the asphalt "goes dead" and the bond with the concrete ceiling is destroyed.

Charlotte High School was one of many such failures. The City of Rochester Board of Education's engineering department contracted Connelly to correct the problem with sprayed insulation. The sprayed product was applied to the ceiling of the top floor of the school, and the job not only provided improved thermo insulation over the old system, but insured against a second failure. Maximum sound control was also provided for the music and band rooms of the school on the top floor. And the insulation was applied with a minimum of dust in a building which was already in use.

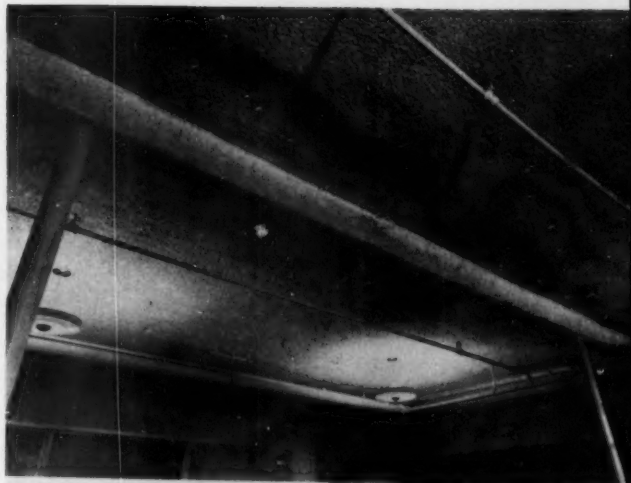
As Wall Insulation

As a wall insulation, the spray process has proved to be the most efficient for jobs on pre-fabricated and metal buildings Connelly has handled. They were contracted by the U. S. Government to insulate Quonsets in Ithaca, Glens Falls and Utica for use by the U. S. Naval Reserve as training centers. The 20,000 square foot buildings were built of approximately 24-gauge aluminum, and the insulation was sprayed directly on the walls. Maximum thermo insulation was the result even in Glens Falls, New York State's most frigid area.

A multiple quonset of 25,000 square feet was spray insulated by Connelly for the Simmons Machine Tool Company in Albany which planned to use the building as a factory for producing fastening devices. Over the sprayed insulation Connelly also sprayed white

(Continued on Page 34)

Right: How the sprayed insulation looks when applied to the ceiling of a public school. This is the Kimberly School in Montclair, New Jersey.

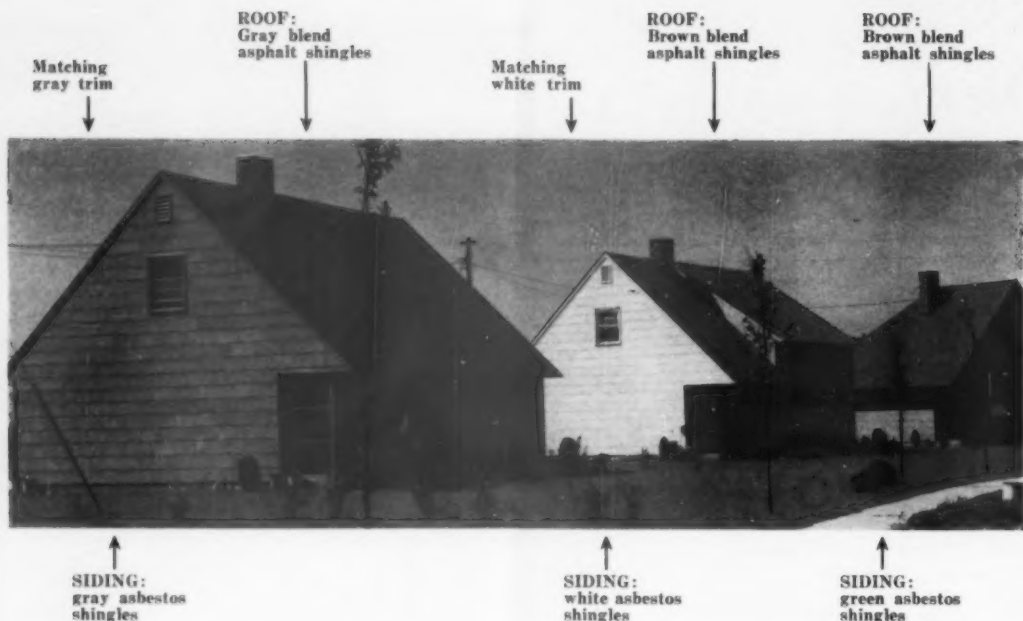


Right: Actual spraying of the insulation on ceiling and walls of a building.



Right: Showing how the material is smoothed down on a steel beam.





SELL COLOR

Designer's Experience With 160 Home Builders Shows That Roof Should Be First Color Consideration

ROOFING and siding applicators can learn a lot about selling from the large and successful operative home builder.

This may not be the diplomatic thing for a color consultant and an interior designer to say to several thousand aggressive specialty salesmen, particularly as I know so little about the re-roofing and re-siding business. However, with some justification, I think I can claim rather intimate knowledge of the building business and with building materials. As a graduate architect, I have worked in a consulting capacity with about 160 builders in 20 states in the past three years, color planning and integrating the color schemes of nearly 50,000 homes.

Some of my experience with builders, I believe, is of significance to you and is directly applicable in selling roofing and siding. If color can help sell

By **BEATRICE WEST**
Color Consultant and Interior
Designer
Exclusive To American Roofer &
Siding Contractor

houses costing many thousands of dollars, it is reasonable to assume that color can help sell re-roofing and re-siding jobs costing a few hundreds of dollars.

Before citing three case histories, I wish to make three generalizations which you may find useful.

Color Cowards

First generalization — People are color cowards. Few have the courage to risk being unconventional. They're afraid of being different. They either lack imagination, or are too timid to exercise it. They feel it's far safer to follow traditional color concepts than

to risk being unconventional.

But while people may lack convictions of their own, they like color and want color. They want professional advice. Recently, contractors have been discovering they have been overlooking one of the most potent and definitely one of the most economical means of glamorizing their houses. Contractors are discovering what fashion stylists and automobile designers, among others, discovered long ago—that color and color harmony is equally as important as design in instilling the buying urge.

Studies show that in whatever she buys—dresses, hats, asphalt roofing, or automobiles—the first thing a woman generally sees is color. Her first impression is a color impression. Design and quality are second.

Second generalization—Color is the least expensive way to "individualize"

a house. By and large, the cost of paint, siding, asphalt roofing, and other finishing materials doesn't vary with the colors used. The only premium for good color is good taste, plus a sense of color values, plus careful planning.

Color also can integrate an entire community of homes. It can do this because color is the one common denominator in a house from the asphalt roof to the sidewalls, to the color of the trim, and the accent color used on the front door—or the wall paper in the living room.

Key To Color Is Roof

Third generalization—The key to an integrated color scheme is the roof. Color planning begins from the roof down, and quite naturally, as the roof is the largest single unbroken area normally visible to the eye. If the roof colors are not right to begin with, not only does the color scheme of a single house fall apart, but that of the entire community as well.

Normally, I specify roofing in a blend. An asphalt blend gives the designer a wide latitude in the colors for the trim, siding, and for the accent colors than a solid color roof. Any strong, solid color immediately limits the colors a designer may wish to use, while a blend harmonizes with a wide range.

Case History

Now, for three case histories. Shortly after the war, the Texas Housing Company of Dallas was having trouble selling homes despite the housing shortage. The floor plan was good. Construction was sound. The price was right. But the houses wouldn't sell.

The trouble was obvious. The houses lacked eye appeal. All of the houses—block after block of them—were painted in the same monotonous colors. The entire development suffered from a complete lack of integrated color planning. Any color was put on the roof, and no attempt was made to let the roof color serve as the key and set the pace for the community.

Repainted inside and out in accordance with my specifications, the houses sold and sold quickly.

Shortly thereafter, I was called to New York by Levitt and Sons to color plan 9000 houses to be built at Levittown. As the roofs are pitched and not flat, they are highly visible. The Levitts agreed that it would not be possible to be assured of color har-

mony and of a community with an integrated appearance if roof colors were allowed to run rampant. Two basic colors were finally selected, a brown asphalt blend, and a gray asphalt blend. Several tones of browns and grays were used, but all tended to be on the dark side.

Four colors were selected in the asbestos siding—green, cedar, white, or gray.

Limited Color Selection

Rough hewn pine, used as trim, was stained in any of four colors—brown, white, green, beige, or gray.

Front door and window trim was limited to six colors—blue-green, jade, banana-yellow, copper-brown, coral, forest green.

This limited color selection was combined into nine exterior color schemes. But let me remind you that it is not just a blue, a green, or a brown that whets a woman's appetite to buy. In a house, as in a woman's dress, it's the complete ensemble that counts. Color has rhythm, and color, even a shade off "pitch," destroys the feeling of rhythm and the entire concept.

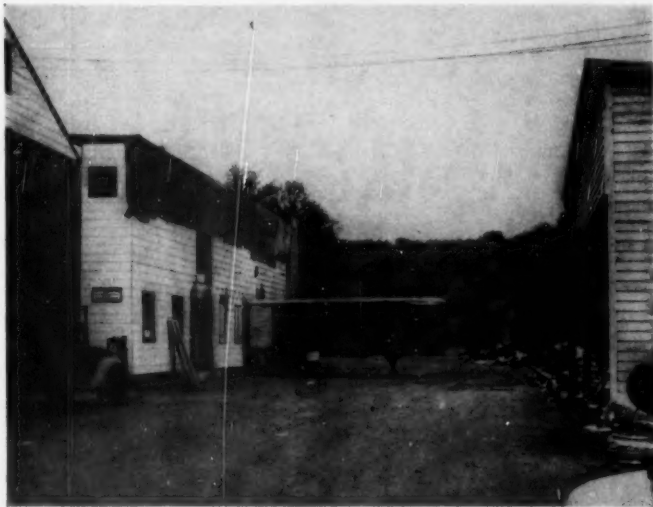
Selling Color To Homeowner

It would seem to me that a salesman of roofing and siding who talks color harmony and coordination would have an edge on competition. An asphalt roof color doesn't stand by itself, but in relation to other color values expressed in the siding and the trim colors, and in neighboring homes. Suppose you ask your next roofing prospect, "Mrs. Jones, I can show you many attractive roof colors, but before you decide, let's look at the color of your sidewalls and trim, as well as colors on your neighbors' homes. The roof is the largest unbroken visible area and is the color key for the over-all color scheme. Then, we had better consider what color you may want when you repaint your house."

Case No. 3—John Bonforte of the Bonforte Construction Company, Colorado Springs, Colo., has two interesting projects under way. The project in Colorado Springs consists of 333 homes and was started early in 1948. It is scheduled for completion by January 1, 1951. The second project in Pueblo consists of 96 homes. Started early in

(Continued on Page 36)

Asbestos-Cement Siding Saves Company's Main Plant From Burning In Big Fire



Courtesy Ruberoid Company

The value of asbestos-cement siding as a protection against the spread of fire from a burning building to nearby structures is strikingly demonstrated in the above photograph taken recently at the plant of the Paper Products Manufacturing Co. at Swarthmore, Pa. At the right are the ruins of the company's stock building, a frame structure in which the fire started and which was burned to the ground. At the left, across a narrow roadway, is part of the company's main building, protected with asbestos-cement siding.

How To Gutters, Hangers, Leaders and

MORE and more roofers and siding contractors are entering the field of applying gutters and similar equipment. The material presented here, courtesy of the U. S. Department of Commerce and several manufacturers is the latest available on the subject.

Difficulty may arise from the accumulation of leaves, rubbish, and birds' nests in gutters. Such debris, if not promptly removed, may stop up the opening to the downspout and cause water to back up and flow over the edge. This overflow may cause considerable damage if the gutters are built into the cornice, for water can find its way down inside the walls of the house. Unsightly streaks and stains on the exterior wall surfaces may also result if the overflow is not stopped. To prevent leaves and other refuse from being

washed into the downspout, it is advisable to place a wire basketlike strainer over the gutter outlet. Strainers should be kept in stock by roofing and siding contractors. Even when there is no stoppage or overflow, it is advisable to keep gutters clean, because rotting leaves will eventually cause the metal to corrode and leak if allowed to remain. Fine ash and dirt should be removed regularly, as cinders in contact with metal will set up a corrosive action. When dirt of this kind is removed, the gutter should be flushed with clean water to remove all traces of acid.

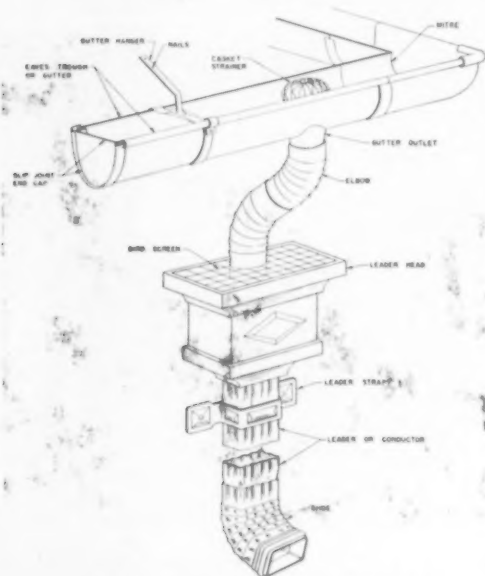
Roofing and siding contractors should try to make deals with house-holders to regularly clean their gutters, particularly in the autumn after the leaves have fallen. The contractor should arrange to remove unusually

heavy snow and ice from gutters to aid roof drainage and prevent damage to gutters or their fastenings by the excessive weight of such masses. The life of gutters and downspouts may be extended considerably by painting them occasionally with good metal paint.

Repairing Metal Gutters

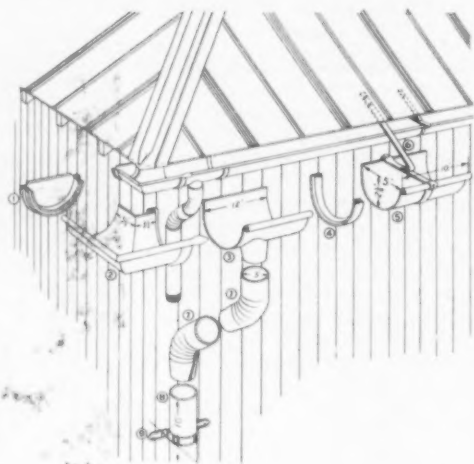
Metal gutters may be half-round or shaped like a cornice but repairs are similar for both types. To correct a buckle or fold in the metal it may be necessary to remove the gutter. The creases can then be hammered out with a soft-faced hammer and a block of wood shaped like the gutter. The hammer head should be of wood, fiber, or plastic to keep from marring the surface of the gutter.

Small holes may be repaired with a drop of solder and large ones patched



Typical copper gutters, leader and accessories.

Courtesy Copper & Brass Research Association from their manual "Modern Applications of Sheet Copper in Building Construction."



Typical aluminum gutters and accessories.

1. End Cap
2. Mitre, Outside
3. Section With Outlet
4. Slip Joint Connector
5. Eaves Trough
6. Hanger Strap
7. Mitre Inside
8. No. 3 Elbow—75°
9. Conductor Pipe
10. Conductor Pipe Band

Courtesy Reynolds Metals Company.

Repair Downspouts

with a piece of sheet metal of the same kind as the gutter. The metal must have a clean bright finish or the solder will not adhere. A temporary patch may be made with a piece of roofing felt or cotton duck fastened with flashing cement. The patching material should be thoroughly clean and dry, and both sides of the patch should be given a liberal but even coating of cement.

Repairing Wood Gutters

If a one-piece molded wood gutter has sagged, it should be forced back into place with a heavy hammer and block of wood and railed in the proper position. Nails should be set, holes puttied, and unpainted spots touched up. The trough may then be treated with linseed oil or given a coat of asphalt paint.

If there is a split in a wood gutter, it can be repaired by patching with sheet metal. Coated iron, copper, or aluminum sheets can be used. Galvanized iron nails should be used for iron sheets, copper nails for copper sheets, and aluminum nails for aluminum sheets.

The metal should be shaped to fit the gutter and should be wide enough to cover the inside surface of the gutter and the tops of both edges. The area to be patched should be thoroughly cleaned, painted with asphalt paint, and covered with a layer of flashing cement, applied with a putty knife. The metal patch should then be pressed into the cement, nailed at intervals of 1½ inches along all edges, and another coat of cement applied to seal the edges, cover the nail holes, and protect the metal. If patches are over 10 inches in length, additional lines of nails should be spaced about 8 inches between lines.

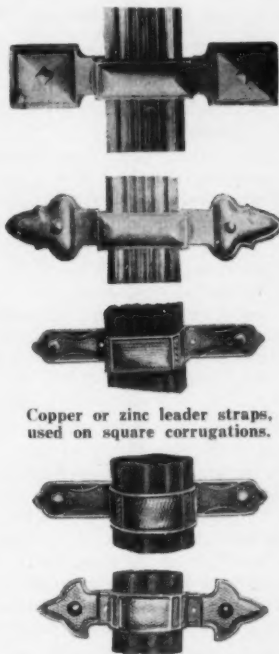
The lining of box- or trough-type gutters, that is, wood lined with metal, should be examined for cracking. When ice forms in a gutter trough which is deep and narrow, it may expand and force the wall of the trough to loosen or break and the metal to split. For



Some typical gutter hangers.

this reason, shallow and wide box gutters are advisable since they permit ice to expand over the edge of the gutter without injuring the box. Box-type gutters should be lined with rustproof metal. If other metal is used, the inside

long spikes, twisted wire rope, or adjustable and nonadjustable metal brackets similar to those illustrated. These hangers may break or pull loose from their fastenings, permitting the gutter to sag and prevent proper drainage. If this occurs, broken straps or hangers should be replaced and adjusted so that the gutter will slope downward with a uniform grade to the outlet end. If supports are too far apart, it may be necessary to install additional hangers to insure a uniform slope for the gutter.



Copper or zinc leader straps, used on square corrugations.

Copper or zinc leader straps, used on round corrugations.

Photos above courtesy David Levow.

of the gutter should be swabbed with bituminous material or painted with metal paint.

Repairing Gutter Hangers

Metal gutters are attached to the eaves by means of straps of sheet metal,

Leaders or Downspouts

Leaders require less attention than gutters, but a certain amount of upkeep is necessary. Slush working down into pipe elbows may freeze, forcing seams and folds to open and allow water to leak through or drip. A leak is more common where leaders are not corrugated to allow for expansion. When a leak starts it should be checked promptly; otherwise the defect may increase until the whole elbow is broken.

Recurrent freezing and thawing of a metal leader tube that fills with water because of stoppage may cause it to split. Small splits or bulges can be pressed back into shape and soldered. However, if a downspout is badly broken or rusted, it may be necessary to replace the entire section. The method of removal will depend upon the type of fastening used, some of which are illustrated. The leader pipe comes in sections which fit into each other. To insert a length of pipe, the upper section should be slipped into the lower so that water will flow on the inside and not leak out. To make the installation more secure the sections should be soldered together at the joints

Aluminum for Roofing and Siding NOT as Scarce as Expected

By the time most of our subscribers read this editorial the most critical phase of the Korean conflict will in all probability have been ended. But the problems precipitated by the opening of hostilities in June are far from over. A long-ranging rearmament program will of necessity draw off a large amount of raw materials, particularly aluminum, which have become prominent in the roofing and

siding picture.

Up to now the situation has been so uncertain that no report on the status of aluminum could give any clue as to its availability for civilian use. Extensive inquiries made by this organization have at last given some kind of picture of the aluminum future. The conclusions drawn are more optimistic than could have been expected a short time ago. The report follows:

AVAILABILITY of aluminum for roofing and siding purposes, and for other application jobs done by contractors, such as gutters, leaders and downspouts, combination storm windows, and other products, will not be as seriously affected by the American rearmament program as had been feared, it can now be stated authoritatively. Any decline in the total amount of aluminum available for civilian consumption will be a gradual one, but on the basis of increased production potential recently reported, there may be no decline at all.

Thus far the government has appropriated some 200,000,000 pounds of aluminum as the quota for the armed forces. Easing of the Korean situation may make it possible for the government not to increase this figure at present. If the quota remains the same until Spring there is every prospect that increased American production plus heavy increases of imported Canadian aluminum will be easily equal and even exceed the 200,000,000 pounds taken away from civilian production.

The editor of *BUILDING SPECIALTIES MAGAZINE* pointed out four salient factors which appear on the whole to strike a favorable balance in the aluminum situation:

1. Although there is little prospect that new manufacturers will be able to go into the extruded alu-

minum business there is no serious decline in production among those currently engaged.

2. The price of aluminum products is going up.
3. Most manufacturers are getting enough aluminum to keep up a volume of business which is fairly close to what it was before the Korean crisis.
4. Some manufacturers are equalling or exceeding previous production by buying gray market aluminum from various sources.

As to the long range aluminum picture the following statements have been received by this publication.

Telegram from Mr. Henry J. Kaiser, President, Kaiser Aluminum & Chemical Corporation:

Kaiser Aluminum & Chemical Corporation is energetically engaged in a program of expanding aluminum production capacities. One project will bring new aluminum production capacity of 40 million pounds a year into operation early next year. This will boost our aluminum pig capacity to 340 million pounds a year, which is 30 per cent more than original rated capacity of our plants.

Our aluminum sheet capacity is to be increased by 25 per cent or more than 72 million pounds additional annually through improvements at our Trentwood rolling

mill at Spokane, scheduled to be rushed to completion by the end of this year.

Telegram from Mr. David P. Reynolds, Vice-President in Charge of Sales, Reynolds Metals Co.:

Additional facilities on which installation will start soon will bring our productive capacity by next March to one hundred and ten million lbs. more than our output last March. We are making the maximum effort to provide aluminum for our customers.

Supplies to Be Allocated

The general plan of the aluminum companies is to allocate supplies to their customers on the basis of their previous purchases. The ultimate size of allocations in comparison with previous civilian consumption may be very favorable, percentage-wise. What has made aluminum such a difficult metal in terms of supply is the previous high and rising demand for the material. Suppliers had been having difficulty meeting demands even before the present crisis.

The outlook sums up as not unfavorable at all. Roofing and siding contractors can be sure of supplies of aluminum for various application purposes in at least fairly good quantity, with the possibility of some delays in delivery due to the allocations system, and without stock-piling.

NEWS OF THE MONTH

ASSOCIATIONS ♦ COMPANIES ♦ PERSONALITIES ♦ GOVERNMENT

J. M. Gwynne Appointed to Managership by Reynolds

J. M. Gwynne has been appointed manager, Engineering Sales, Building Products Section, Parts Division, Reynolds Metals Company, it was announced recently by W. G. Reynolds, vice president and manager, Parts Division, Louisville, Kentucky.

After studying Civil Engineering and Architectural Engineering at University of Pennsylvania and Ohio State University, Mr. Gwynne did graduate work in business law and business psychology at the University of Cincinnati.

W. R. Wilkinson, W. L. Rowe Honored for Quarter-Century Service by Johns-Manville Corp.

William R. Wilkinson, vice president and merchandise manager, Building Products Division of Johns-Manville Sales Corporation and William L. Rowe, assistant to merchandise manager, were inducted last month into the company's Quarter Century Club at a dinner at the Belmont Plaza Hotel.



W. R. WILKINSON

Lewis H. Brown, chairman of the board, presided over ceremonies which saw twelve men and women enter the club which honors those having 25 or more years active association with the company. He complimented the group on their records of achievement with Johns-Manville and presented each with a gold watch and a pin emblematic of membership in the club.

Mr. Wilkinson was born in St. Louis and joined Johns-Manville in April, 1925 as a sales representative in the St. Louis office. After serving the company in the South he held such positions of responsibility as assistant district manager at Milwaukee, Wis., and manager of the Philadelphia Johns-Manville Building Products District. He was appointed to his present post in October, 1947.

Mr. Rowe began his career in Johns-Manville in 1925 and since then has devoted his time to development and merchandising of

dealer building products. In September, 1947 he was appointed to his present post. In 1940 and 1941 Mr. Rowe served with the Simplification Committee on Asphalt Roofings which resulted in major simplification of asphalt roofing styles.

Construction Awards Shatter All Previous Records

Construction contract awards in the 37 states east of the Rockies in August set another all time high with a total of \$1,548,876,000, shattering July's previous record-breaking total of \$1,420,181,000 by 9 per cent, it was reported today by F. W. Dodge Corporation, construction news and marketing specialists.

The August total was also 15 per cent higher than the April total of \$1,350,496,000 which had stood as the peak figure for 1950 until topped by the July contract award total.

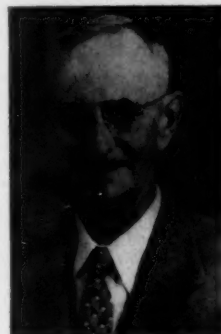
The August total was 71 per cent higher than August 1949. The eight month total for 1950 of \$9,823,205,000 was 56 per cent higher than the comparable figure for the last year. The total of square feet of floor area for the first eight months was 894,626,000, up 72 per cent over the comparable figure for 1949.

Nichols Wire & Aluminum Opens New Sales Office—J. H. Luebke to Be District Manager

The Nichols Wire & Aluminum Company, Davenport, Iowa, announces the opening of a Central Division Sales Office in Cincinnati, Ohio at 18 East Fourth Street.

Mr. Joseph H. Luebke has been appointed district manager and will supervise sales of aluminum nails, clothesline and other prod-

ucts in this territory which includes Ohio, Pennsylvania, West Virginia, Kentucky, Tennessee, Indiana and Michigan.



J. H. LUEBBE

Mr. Luebke has been with the Nichols Company since 1946 as a sales representative. He is widely known in the steel and aluminum industry and to hardware and building material jobbers.

Charles E. Dorrell, President, Russell Harrington Cutlery Co.

The Russell Harrington Cutlery Co. of Southbridge, Massachusetts announces the sudden death of Mr. Charles E. Dorrell, president of the Company. Mr. Dorrell has been an official of the firm for many years and is well known throughout the industry.

(Continued on Page 22)

Predict Record-Breaking Year in Materials Production

Production of building materials and equipment promises to break all records during 1950 as output in many lines is being stepped-up to meet the unprecedented demand, Charles M. Mortensen, managing director of the Producers' Council, national organization of building products manufacturers, has stated.

"The shortages of some materials which have been reported during recent weeks have been due to a combination of circumstances, including work stoppages, freight car shortages, and advance buying by users," Mr. Mortensen said.

"Another factor in the tight supply situations which have occurred is the fact that the volume of construction, especially residential building, has exceeded the most optimistic estimates made at the beginning of the year. Manufacturers easily could have

stepped up their production last winter and spring had there been any indication that the demand would reach such high levels.

"As soon as the extent of the demand became apparent, the index of materials production started upward, rising from 148 per cent of the 1939 average in April to 167 in May and 174 in June. Except where work stoppages have interfered, output has continued on a high level since then and the high rate of production easily can be maintained until supplies and requirements come into balance this fall.

"That balance may be attained within a relatively short time, inasmuch as there is some evidence that the peak in housing starts may have been passed and that there may be a more than seasonal downturn in new construction contract awards during the fourth quarter of this year."

Remind Them!

Send Cards!

Call Again!

Keep That Good Job Sold If You Want To Build Volume

ABOUT four years ago my home was reroofed. It was a good job, too. After the work was completed I waited about two weeks until we had a heavy rain which found the new roof so tight that not a drop of water was able to find its way inside the house. Then I mailed a check for the total cost of the reroofing job.

Since then I have neither seen the roofer, nor have I heard from him, even though I know he is still in business. Frequently I wonder why he ignored a satisfied customer in this way.

Of course, I realize that a property owner is not in the market for a new roof, or even roof repairs, every year or even every three or four years. But the fellow who did the work on my home has other irons in his business fire. He repairs and replaces gutters and downspouts, and I believe he goes in for siding and storm windows. You would think that I would be on his prospect list and would be followed up from time to time. But I'm not.

Good Business Procedure

If you will look into the history of many successful businesses it will be found that the initial sales these companies made to their customers did not pay as large a profit as the repeat orders. Prior to most first sales, a company representative must break down resistance caused by the unfamiliarity of the prospective buyer with the selling organization. This is not necessary at the time of the follow up. Then, full selling effort may be put back of the product being offered, and resultfulness is multiplied by the fact that the seller has previously demonstrated his reliability. This is illustrated by some manufacturers of safety razors who must expend less effort selling their blades because of the satisfaction they built up through their razors at the time of the original sale.

**By Charles P. Fitz Patrick
Special to American Roofer &
Siding Contractor**

In my own case, I am currently facing the problem of redirecting a flow of water from a downspout at the front side of my home. I have figured that by moving the downspout from its present location to the rear of the house, a gully worn by rain water will be eliminated. This would call for re-hanging the roof gutter and moving the down spout. The logical man to do this work would be the roofer who did such a satisfactory job on my roof. But I wonder at times if he wants additional work. His failure to keep in touch with me seems to indicate that this may be true—although I doubt it.

Not a Fault Finder

Now in case you're thinking that I'm one of those individuals who wants a lot of attention, get that idea out of your head. The truth of the matter is that I like to give my work to those who seem interested in getting it. I figure that a fellow who pounds away after an order is pretty likely to do a good job. He is interested in demonstrating his ability to live up to his promises. And that is exactly how the roofer in question got the reroofing work on my home. He did an excellent bit of selling and then followed through with an equally fine job up on the roof. But since then he has quit me cold.

While the roofing business and the automobile business may have very little in common, roofers could take a tip from the car manufacturers. In setting up their advertising and sales promotion budgets, the companies in Detroit make it a point to continue to "talk" to present owners of their cars when preparing advertisements for their new

models. Naturally, they hope that a percentage of these owners will trade their present cars for the newer models, but they also attempt to keep these owners sold on the wisdom of their selection when they purchased the car they are now driving. In other words, if you are driving a Jet-12 that is two, four, or even ten years old, you are pretty certain to be an interested reader of the advertisements for the Jet for '51. And that is no accident. The writers of the current advertisements want it that way. They are determined that when you get around to buying a new car you will automatically think of the Jet—and when you talk cars with friends you will talk Jet.

Customer Reaction

Your customers react the same way when roofing is to be chosen, or is being discussed with neighborhood home

(Continued on Page 22)

Insulating Siding Adds Value To Building Selling Price

All of the things insulating siding does for a building are reflected when the time comes to secure a loan or the building is to be sold. Added values are there, and banks and lending institutions are quick to recognize it. Consider the following points.



Siding jobs improve property values.

A. Lending institutions know that a home which has been modernized with insulating siding is worth more. Buyers are attracted to a home that looks neat, attractive.

B. Buyers are willing to pay more for homes that are easy to keep up. And these days, they are particularly conscious of insulation values such as insulating siding provides.

C. Users have reported that

(Continued on Page 28)

**IN
MATERIAL
LITERATURE**



**IN
PRACTICE
EQUIPMENT**

Scaffolding Bulletin

A new bulletin on Aluminum Sectional Rolling Scaffolds is now available at the main office of the Patent Scaffolding Co., Inc.

The bulletin is well illustrated, including pictures and photographs of scaffolds in actual use, with specifications, making it a valuable piece for any scaffolding file. Complete descriptions of the pre-fabricated construction and uses of this popular type of scaffolding are given. Lightness, ease of erection, neatness, durability, and adaptability to many services are among the outstanding advantages featured, also easy dismantling and storing, and availability of individual parts.

New Brick Siding

Brixite Manufacturing Co., Inc., reports their newest design in insulated siding called Kolormortar.

Introduced under the slogan "See It, Feel It. We Challenge You To Tell It From Real Brick," Kolormortar simulates the feeling and appearance of real brick to a remarkable degree. The individual bricks have an exclusive tapestry brick texture, giving them a 3-dimensional effect.



The new siding provides "recessed nailing," an exclusive Brixite feature which not only facilitates ease of nailing, but subdues nailheads within the pattern so they cannot be seen.

Revised Aluminum Manual

The 1950 edition of the process manual, "Finishes for Aluminum," has just been published by Reynolds Metals Company, according to D. P. Reynolds, vice president and manager, General Sales Division.

The new edition is a revision of the book first published in 1947. The 1950 edition not only supplies basic information on the various processes for applying surface finishes to aluminum, but also details the characteristics of the finishes so produced.

It includes information on 10 cleaning treatments, 15 mechanical finishes, 16 chemically produced finishes, 11 electrolytic oxide

finishes, organic finishes, and specialized finishes such as luminous paints and vitreous enamels. A section is also included on controls and tests.

"Roughing In" Power Saw

Because it needs no starting hole whatsoever, the new RCS Super-Saw speeds up all types of "key-hole" or other "on-the-job" sawing. Held tightly against the material to be cut, with the guide used as a fulcrum, the tool is simply "rocked" into an upright position and then guided along the cutting line.



A built-in blower keeps the Super-Saw cool and, by directing the air flow towards the blade, keeps the cutting line from being obscured by chips or saw dust. An assortment of special blades permits cutting almost all types of material and the $\frac{3}{4}$ " stroke allows the tool to be used in places too cramped for a normal saw stroke.

Imbedded nails are cut quickly and without damage to the blade so that opening crates, cutting openings in flooring or siding, et cetera, add to the tool's usefulness. All friction surfaces are of "Oilite," phosphor bronze or high speed ball bearings, and all parts subject to wear are replaceable. Power is provided by any heavy-duty $\frac{1}{4}$ " or $\frac{5}{16}$ " electric drill, by air drill or by standard flexible shaft equipment.

Although it measures only 10 $\frac{3}{4}$ " overall, and weighs only 3 lbs. 6 ozs., the Super-Saw is designed as a heavy or constant duty power tool and is intended for both field and shop use by Contractors and Maintenance Men and for regular factory production work.

New Roof Insulation Specs

The Celotex Corporation has issued a set of complete new specifications on its three types of roof insulation.

Included in this series of specifications is

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

one on the new Celotex roof insulation, "Preseal 30"—a specially manufactured cane fibre board with a guaranteed core conductance (before coating) of 0.30 BTU per nominal one inch thickness. It is thoroughly asphalt-coated on all sides and edges to provide extra protection against moisture penetration.

Another new product included in these specifications is the Celotex cane fibre Cant Strip. At low cost it provides a firm base for felts, guards against faulty flashing, and greatly reduces the danger of roof leaks.

Membrane for Reinforcing Waterproofing Compounds

Impervitex M-368-C is an open weave jute fiber cloth that has been saturated with a special asphaltic compound to make a rot-resisting roofing membrane for built-up roofs and other waterproofing requirements.

The jute cloth basis for the membrane is woven in a standard manner with 9 threads in the warp and 9 threads in the filling with a 3/16 inch selvage binding on each side. Its weight before processing is not less than 6 $\frac{1}{2}$ ounces per square yard, and after processing, it weighs approximately 9 $\frac{1}{2}$ ounces per square yard. The normal width is 36 inches, and it is packaged in 50-yard rolls.

This membrane is impregnated by a special saturating process devised to fill the pores of the fibers and strands with moisture-repellent material but leaving all the mesh free and open. In this special process all the water-absorbing quality of the material is taken up by the water-resistant asphaltic compound. Under this process volatile gases are eliminated and a perfect blend and bond is formed between the membrane, the waterproofing materials, and the surface to be waterproofed. Any good waterproofing product generally used by the industry will work perfectly with Impervitex Membrane, which in turn strengthens and fibrates the coating used.

Impervitex M-368-C is an improvement over other types of membrane, in that the special nature of impregnation does not overload the cloth with tar or asphalt. Due to its flexibility, Impervitex can be used in cold or hot weather, as it has no heavy surface coating to become extremely stiff at low temperatures or tacky at high temperatures.

Manufactured by Chase Bag Company.

(Continued on Page 32)

Here's your fast selling lineup of..

CELOTEX

INSULATING SIDINGS

Act Now! *to sell more jobs EASIER and FASTER . . .*
Start Featuring Celotex Insulating Siding, today!

Yes . . . jobs are easier and faster to sell with Celotex Insulating Sidings. And no wonder! Your newest Celotex line is the most improved, most complete ever. And the name Celotex — nationally advertised for more than a quarter century — builds confidence, pre-sells your prospects!

What's more, there's the powerful Celotex Promotion Program to give you complete selling effectiveness. Smart looking samples, resultful dealer ad mats and spot

radio commercials, an attractive four-color booklet for applicators, envelope enclosures . . . everything you need to attract prospects and close sales.

Are you ready to cash in on this profitable business?

If not, now's the time to start! Team up. Tie in. Profit plenty by featuring famous Celotex Insulating Sidings! Contact your nearest Celotex representative for full details today!



Celotex Insulating Sidings give you all these big selling advantages

- 1 Made with an insulating core of long, remarkably strong Louisiana cane fibres.
- 2 Protected by the patented Ferax® Process against fungus, dry rot and termite attack.
- 3 Patterns and colors to suit every customer's taste.
- 4 Backed by the sales-power of the famous Celotex name — for almost 30 years, *Greatest Name In Insulation.*

*New 9"
Shadow Grain**

—an exclusive Celotex
overlap siding that's
making extra sales . . .
going on better homes
. . . everywhere it's
shown! Attractive Silver
White.

CHECK THE CELOTEX LINE FIRST

ShadowLap® . . . Sizes: 9" and the wider Standard width.
Attractive Shake Shingle design in Silver White, Cedar Brown
or Pastel Green colors.

Celobric® . . . Matches the rugged appearance of face brick.
Textured—Red, Red Blend, Gray Blend. Untextured—Red,
Buff Blend.

Celostone® . . . Duplicates the pattern of cut stone masonry.
Comes in warm Gray Stone Blend.

Celoshingle® . . . Provides conventional shingle charm with
strength and durability. In Cape Cod White and Cedar Brown.

*Trademarks Reg. U. S. Pat. Off. or Reg. Pend.

CELOTEX
REG. U. S. PAT. OFF.

Insulating Sidings

The Celotex Corporation, Chicago 3, Illinois

ADJUSTABLE PIPE SNOW GUARDS



"PROTECTOR"



For Residential Type Buildings
2 PIPES 1/2" IPS
Installed on old roofs without removing slate. Ideal for small homes.

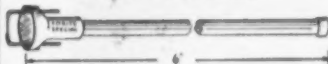
"FITRITE"



3-PIPE
3 PIPES 3/4" IPS
For large slate roofs, Spanish Tile, corrugated and other steep roofs.



ALUMINUM MOP HANDLE



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn!

Fibreglas Mop Yarn and Ready Made Mops

ROOF SCRAPERS

The "Fitrite"→

Double edge reversible blades, 3 1/2", 6" and 7" sizes.

← The "Rival"

Single edge removable blades. Strong. Simple construction. 3 1/2", 7", 14" sizes. Available with Knob or "D" Handles.

PORTABLE ELECTRIC SAW GUN LADDER BRACKETS ROOF BRACKETS

ORNAMENTAL LEADER STRAPS

These straps sold thru jobbers only.

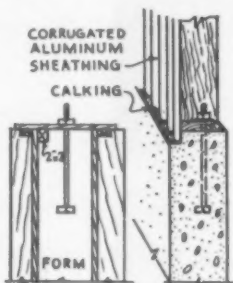
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NEW YORK
TELEPHONE CHRYSLER 3-2400

Write Dept. "R" for catalogues and prices. To protect trade please use your printed stationery.

Kinks and Short Cuts

Tight Joint Between Corrugated Siding and Foundation

On farm and utility buildings to be covered with corrugated metal, build concrete foundations with an offset, as shown in the sketch. To make this off-



set, use a 1 x 2 or 2 x 2, depending on the depth of the corrugations of the metal, and fasten it to the inside

surface of the form at grade line. After metal is placed, caulk the joint at the "shelf" as indicated on the drawing. This gives a weather-tight joint which helps to eliminate drafts in the completed job.

Substituting Shiplap for Siding

Ordinary shiplap sheathing, because of its economy in material and application, makes an acceptable substitute for weatherboarding. By nailing the shiplap on the sheathing in the manner shown an interesting effect is obtained through the heavy shadow cast by the overhang. If the material is left in its unfinished state and the stain applied to the surface, a modern effect is obtained that can be used equally well with a sloping or flat roof house.—Submitted by Herbert E. Fey, New Braunfels, Texas.

Keep Good Job Sold

(Continued from Page 18)

owners. Actually, it is desirable for the roofer to personally call a month or so after the application of a new roof as a demonstration of his confidence in the quality of his materials and workmanship. To avoid such a call may indicate

BETTER CAULKING PROTECTION



WINTER and SUMMER..

and it's easier to apply!



PARALASTIC® CAULKING COMPOUND seals perfectly. It gives superior protection against weather and against heat losses. AND . . . builders, insulators, water-proofers, weather-strippers, and asbestos and brick siding applicators acclaim PARALASTIC as ideal in working characteristics. IT'S EASY TO APPLY!

PARALASTIC in BRILLIANT WHITE blends perfectly with White Asbestos Siding . . . eliminates matching headaches on usually difficult jobs.

PARALASTIC is also available in Natural, Buff, Gray, Green, Red and Black. Write today for information and FREE GUN OFFER.

SOLD BY LEADING JOBBERS

(A few jobber territories still open)

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IT ISN'T INSULATED UNLESS IT'S CAULKED

PARALASTIC PRODUCTS CO. INC.

122 EAST 42nd ST., NEW YORK 17, N. Y.



an unwillingness to answer any complaint. After a roof has gone through a short trial period, however, is the right time to correct those minor faults that will crop up even during the most careful application. Immediate correction thus eliminates the possibility of this subject entering the conversations the proper owner may have with neighboring roofing prospects. Instead of unfavorable publicity he may thus learn of the interest of other property owners in the section whose needs and interest in reroofing or repairing is approaching the point of actual purchase.

But it is not alone the failure of my roofer to call shortly after the reroofing that prompts me to be critical of his non-action. Even though his work has caused me no concern over a period of years it would have cost him very little and would probably have paid him dividends in added sales if he had sent me a sales letter or even an occasional post card advertising either his roofing services or one or more of his allied products. After all, a customer is among the most valuable possessions of any business man. As he multiplies his list of satisfied customers he builds a valuable backlog for repeat sales in years to come, while these prospects, if they are kept sold, also serve as cost free salesmen. Like the car owner who feels that his purchase of a particular make or model was a wise one, property owners likewise want to feel that the roof and the roof they selected were wise choices. But the roofing contractor must cooperate to maintain this condition.

All this may sound elementary. And it is. Yet, my experience, plus others to whom I have spoken, seems to indicate that some roofers at least, fail when it comes to the important follow-up of past customers.

Check Your Own List

To bring this discussion down to a personal basis, what about your own record of keeping in touch with those property owners you have served in the past? If you are laboring under the impression that a roof that is applied in 1950 eliminates the owner of the home as a prospect for years to come, you are passing up one of your best sources of leads. Right now would be a good time to go back over your files for the last ten years and build up a list of prospects from among the property owners whose names you will find there. That

(Continued on Page 26)



The roof of this new air-conditioned plant of the Propper-McCallum Hosiery Co., Inc., Florence, Mass., is being insulated with PC Foamglas. The big, light weight blocks are easily handled, lay up quickly... provide a long lasting, trouble-free base for roofing felts. Roofer: R. H. Friedrich Company, Holyoke, Mass.

HERE'S
WHY
ROOFERS
PREFER

PC FOAMGLAS

...the long life roof insulation

● Prominent roofers have found that a Foamglas installation means a satisfied customer. They know that Foamglas does an efficient insulating job on flat and pitched roofs of all sorts of buildings. They know that Foamglas gives such lasting service that—in the long run—it is a truly economical insulation.

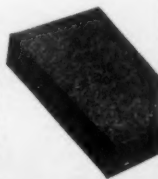
Made of cellular glass, Foamglas is a natural heat retardant. And, being glass, it is practically impervious to moisture, vapor, acid atmospheres and other destructive elements. Foamglas will not burn. Vermin will not eat it, nest or breed in it. In fact, when properly installed, PC Foamglas retains its original insulating efficiency.

Foamglas is light in weight, easy to handle with minimum crews. It lays up quickly, stays in place, can be cut and shaped to fit, right on the job, forms a firm base for roofing felts. With the big oblong blocks and Foamglas cant strips you can do a real trouble-free insulating job—on any type of flat or pitched roof—from wall to wall.

When next you figure on insulation, be sure you have all the latest information on PC Foamglas. Our insulating specialists will be glad to consult with you. Meanwhile, why not mail the convenient coupon for a sample of the material and a free copy of our latest booklet?

This is FOAMGLAS®

The entire strong, rigid block is composed of millions of sealed glass bubbles. They form a continuous structure which has unusually high resistance to moisture, vapor and acid atmospheres, is noncombustible, verminproof and odorless. In those closed glass cells, which contain still air, lies the secret of its long life insulating efficiency.



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Pittsburgh 22, Pa.
Please send me without obligation,
YOUR FREE booklet on the use of PC
Foamglas Insulation for roofs and
a sample of the material.

Name.....

Address.....

City..... State.....



FOAMGLAS INSULATION

When you insulate with FOAMGLAS... the insulation lasts!

SIDING CONTRACTORS BUILD NEW PROFITABLE BUSINESS WITH BONDSTONE

Here is a new opportunity to create new business and new profits. Train your men in only two days to do a perfect installation job with Bondstone, the new siding that recreates all types of stone. Today's most inexpensive system of duplicating stone.

Attractive, exclusive franchises open to siding contractors. No big investment necessary. Write for complete details — Emco Cement Products, Inc., Shamokin-Sunbury Highway, Paxinos, Pa.

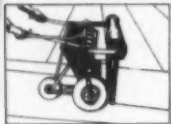


EMCO CEMENT PRODUCTS, INC., SHAMOKIN, PA.

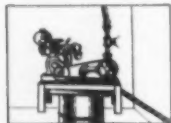
WANT YOUR WORK DONE
THE MOST EFFICIENT AND ECONOMICAL WAY? . . .

THEN—

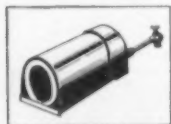
Call on MATT for your
ROOFING EQUIPMENT



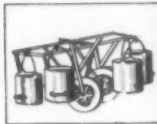
FELT LAYER
Speeds up any job—Mops and lays in one operation—125 to 150 squares (3 ply) a day with only 3 men. "Hot Stuff" flow regulated by 16 needle valves—No waste—Individually adjustable for strip mopping or tacking.



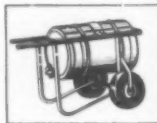
"HOT STUFF" PUMPS
Always provides a constant supply of "Hot Stuff" for the workmen on the roof. No lost time waiting for hoisting. Material in kettle is constantly agitated by circulation, thereby preventing overheating and carbonization of kettle tubes.



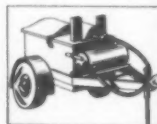
COIL-LESS BURNER
Eliminates 95% carbon trouble. There are no coils, being equipped with a heavy steel manifold for vaporizing oil. Eliminates bothersome coil-clogging. Guaranteed for 2 years.



"HOT STUFF" CARRIER
Eliminates the need of carrying buckets long distances, as well as eroding the danger of spilling or splashing "hot stuff" and load is easily wheeled to the job on 4.00x16 tires.



"HOT STUFF" BUGGY
One of the greatest aids to speeding up roofing jobs. A 30 gallon "Hot Stuff" Buggy to be used with the pitch pump out. It or equipped with chains for hoisting intact with an "A" beam.



MATT-MASTER KETTLE
Matt "Heat-Hold" Kettles made in various sizes up to 600 gallons capacity. Made in either skid or 2-wheel type, pneumatically lifted. All Matt Kettles are equipped with famous Matt Coil-Less Burners for the ultimate in performance.

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MATT COIL-LESS BURNER COMPANY
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Tips For SALESMEN

EVERY good salesman has leadership qualities. The salesman who aspires to a sales managership, or other executive posts, must be a leader in every sense of the word. What are the qualifications of a leader? This question was amply answered by Professor E. J. Palisoul in an article which appeared in a publication called "The Shingle" some years ago.

Professor Palisoul pointed out that many qualities go into the making of a leader, and that some qualities are better for one kind of leadership than another. Yet there are seven characteristics which are indispensable to any leader. These he explained as follows. The up-and-coming salesman as well as his sales manager would do well to ask himself in what measure he falls short in any of these qualifications.

1. Intelligence. The term intelligence signifies that quality of mind which is able accurately to adjust means to given ends. It is the kind of understanding of conditions and circumstances that can bring about a happy solution of difficulties as they arise.

2. Insight. This is the ability to see problems, to analyze them, even to anticipate them, and thus be prepared to deal with them efficiently and without delay.

3. Versatility. This is not mere caprice or fickleness. It is rather a quality of mind that is able with ease to change from one thing to another, when and if a change would prove useful and desirable.

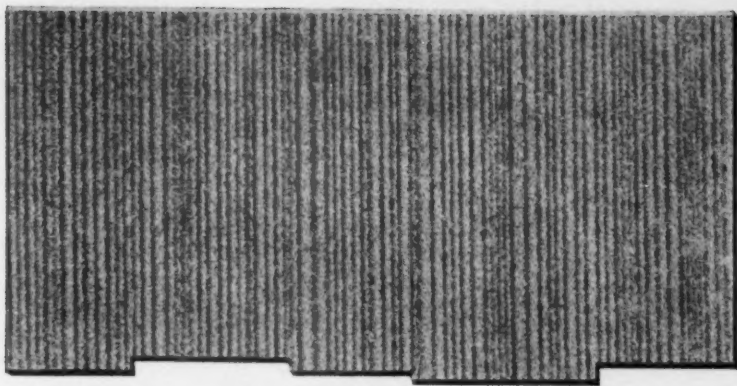
4. Dependability. A good leader is not only himself reliable and trustworthy, but he inspires confidence in others and thus is able to secure ready and willing cooperation.

5. Stability. This is a quality of firmness of purpose, a determination that is not easily swayed, a kind of tenacity or perseverance, but not obstinacy, nor a refusal to listen to suggestions.

6. Personality. By this is not meant mere favorable physical appearance. It is that kind of personal bearing and deportment

(Continued on Page 26)

**GIVE
YOUR
CUSTOMERS**



Style and Color
...with this

NEW FLINTKOTE SIDING



**Now you can offer customers
FLINTKOTE ASBESTOS-CEMENT SIDING
in Beautiful, Decorative Colors**

Step out ahead of competition. Feature the sensational new STRI-TEX... Flintkote's newest development that gives Asbestos-Cement Sidings a *textured, colorful* beauty that adds a world of charm to any building.

Currently available in brown, green and gray... with other new colors soon to be added... this striking new Flintkote Product gives you an important selling edge.

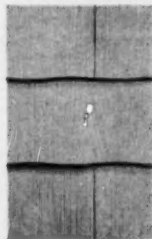
With STRI-TEX, you can offer all the advantages of Asbestos-Cement Siding... freedom from painting expense; exceptional durability; rotproof, termite proof, fireproof... PLUS this new, textured beauty that matches the most expensive and beautiful sidewall coverings.

Don't fail to get complete information on this striking new siding design at your earliest opportunity. If your local dealer doesn't have it, write us. We'll see that you both get it. In a hurry.

**STRAIGHT-EDGE
TAPERTEX**



**WAVELINE
WOODGRAIN**



These two patterns are among the most popular stand-bys in the Flintkote line. Available in White, Super-White and Silver Gray. Specifications for both: Pieces per Square, 57; Approximate weight per Square, 185 lbs.; Exposure, 10 1/2" x 24"; Headlap, 1 1/2".

THE FLINTKOTE COMPANY, Building Materials Division
30 ROCKEFELLER PLAZA • NEW YORK 20, N. Y.



FLINTKOTE

the extra years of service cost no more!



Easy-to-Make EXTRA PROFITS!

"MIDGET" * LOUVERS

* FOR ALL VENTILATION JOBS —
ESPECIALLY TOUGH ONES!

EASY TO INSTALL!

All you need is a drill and hole saw. No nails or screws. Gently tap in place—it is slotted for tension and swaged for firm anchorage.

1" - 2" - 2½" - 3" - 4"
—Sizes for all jobs.

Made of aluminum—screened to keep out insects. Use on flat roofs, eaves and soffits, unexcavated areas, sidewalls, gables, storm sash, closets, boats, etc.

MIDGET LOUVER CO.

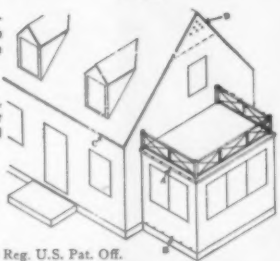
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8 WALL STREET NORWALK, CONN. * TM Reg. U.S. Pat. Off.

Ventilation is essential in all construction insulated or not—to prevent condensation and the resultant paint blistering, fungus, rotting, mustiness, dampness, etc. MIDGET LOUVERS are the *only* practical easy-to-install answer!

A—On flat roofs, install at eaves between joists. D—At gable ends, use six 2½" "Midget" Louvers or three 4" size.

B—Ventilate unexcavated areas through the siding above the sills.

C—At eaves or soffit, to circulate air over insulation and out gable ends.



Cut Labor Costs on Every Job

BY USING SAFE, STURDY "TROUBLE SAVER" EQUIPMENT

You'll save time and money. Men can do more and better work in less time with "TROUBLE SAVER" roofing and side-wall accessories.



LADDER JACKS

New, rail-type jack (left) is extra safe. Side rails of ladder are used for support. Strong, convenient ONE-MAN ladder jacks (right) adjust to any pitch on either side of the ladder.



SCAFFOLD BRACKETS

Installation of safe working platform (left) for sidewall work is simplified. Light, easy to handle. Made of rail steel.



ADJUSTABLE STEEL TRETTLES

The safe, sure way to handle overhead work. Trestles (right) adjust for both length and height.



LADDER HOOKS

Pivot allows ladder to be placed along the valley. Plate protects the roof. Weight: only 6 lbs.

SHINGLERS

Can be removed without raising shingle. "Trouble Saver" Shinglers are made in "regular" and "wide". Two nails hold them.

Write
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THE STEEL SCAFFOLDING CO., Inc.

DEPT. AR • 834 HUMBOLDT ST. • BROOKLYN 22, N.Y. • Telephone EVergreen 3-5510

Tips For SALESMEN

(Continued from Page 24)

which constitutes distinction of person in an arresting and approving sense. It is easiness of approach and pleasantness in contacts with other people. It is free from the least taint of snobbishness or irritation.

7. Character. This is a quality of being which reveals such traits as to create an instant impression of moral excellence. It is perhaps the most essential and the most far-reaching qualification for leadership. It is the attribute which leaves the deepest and the most lasting impact for good upon the individual and the group. It constitutes, in and by itself, the basic element of true and lasting friendship. Loyalty and devotion are its more outward expressions.

Keep Good Job Sold

(Continued from Page 23)

will be your own private gold mine if you give it regular attention.

It's true that you may be busy right now, and perhaps next year may appear to be a good one. But what about the years after that and other future years as well? Remember, a new roof or siding job is a major investment and most home and building owners "dream" about it and talk it over with friends and relatives for a long time before they tell some contractor to "go ahead." If you are not in those "dreams" and in those conversations you may not be the fortunate contractor. It's up to you, to a great extent.

Do something about it—now. Your regular follow up mailings will keep your former customers from feeling about you as I do about the fellow who put a roof on my home just four years ago.

Teach Men Safety

Accidents are painful to the employee, and costly to him and his family, and as well as to his employer. Train your men to avoid accidents.



NEW *Aeroil* CATALOG 1950 NO. 418A

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ROOFING EQUIPMENT

FREE

WRITE FOR
YOURS TODAY.
IT WILL SAVE YOU
TIME and MONEY.

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- TORCHES BURNERS
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- WALK-METER
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- LADDER & ROOF
BRACKETS
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- LEAD FURNACES
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WATCH IT FLOW ON WITH A K. F. APPLICATOR - DON'T SCRUB

CAN'T BURN - CHAR
Starts softening at 1,000° F.
PICKS UP MORE
Weighs less in use—no sponge.
UNIFORM FILM
No holidays—Covers as it goes.
PULL—PUSH—ROLL
Requires no effort—don't scrub.
SELF CLEANING
Delivers all it picks up.
BETTER ROOF
Same coverage start to finish.
EASY TO ATTACH
Thirty seconds—ready for use.
QUICK THAWING
Three minutes—ready for use.
LONGER LIFE
Built Sturdy—cannot break.
SAVES MONEY
Cuts mop bill—as much as half.



Extra hard head of tough glass tape,
triple stitched, insures long life.

"Hot Stuff" voids (shown in cut
away) specially designed to pick up
and hold more asphalt or pitch.

Thousands of fine flexible
yarns cut to special lengths
for more uniform flow,
complete delivery.

18 inch spread
easily covers one-
half square of roofing
material, eliminates holidays.

DESIGNED AROUND 'FIBERGLAS FOR EXACTING ROOFERS

Manufactured by

KIRBY INDUSTRIES
114 N. SUNSET BLVD., TEMPLE CITY, CALIF.
716 N. ERIE, WHEELING, W. VA.

**Guaranteed to Perform
and Be More Economical**

• T.M.R. U.S. Pat. Off.



**They must make
good or we will!**



STAY SHARP ROOFING KNIVES

**No play!
No wobble!**

First choice with roofers for almost 100 years. Stay Sharp Knives are preferred because they have a keen, rigid blade that cuts and trims smoothly—evenly—accurately! Hand-honed blades, uniformly tempered by an exclusive process are driven into custom built handles . . . never wobble. And you'll never tire from an uncomfortable grip—Stay Sharp Knives are designed for perfect palm fit, always giving you a firm grip.

Since 1850, R. Murphy Stay Sharp Roofing Knives have made roofers' work easier. They must make good or we will!

Ask for them at your nearest Hardware or Roofing Supply Store

**R. MURPHY'S
SONS COMPANY**

AYER,
MASSACHUSETTS

R. MURPHY *Knives*

Insulating Siding

(Continued from Page 18)

they were able to obtain loans on their homes from banks and other institutions after applying insulating siding, whereas before they had encountered difficulties. Numerous others have told of being approached by buyers and offered higher resale prices for their homes.

D. Insulating siding helps protect undersurfaces as it keeps them dry.

There also is the fact that the presence of insulating siding on a building indicates to the prospective buyer that the structure is in sound condition. Application requirements promote a sound building. Insulating siding panels can be applied over minor defects in wall surfaces, such as cracked wood siding or split shingles. However, any badly damaged sections should be repaired before application to provide the necessary firm nailing base for the Insulating siding panels. It should be noted, too, that the large, rigid insulating siding panels add strength to a building and bind the whole structure together.

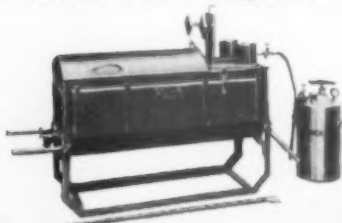
IF YOU WANT MORE "HOT STUFF"—FASTER—FOR LESS FUEL

Make the
SPEED-MASTER
YOUR NEXT CHOICE

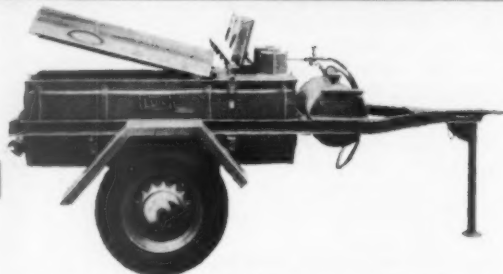
THE KETTLE WITH FLASH-PROOF FLUES

and Other Hauck Improvements

Acknowledged as the leader in kettle engineering construction and service, the Hauck "Speed-Master" combines superior kettle features to double your output and cut fuel, labor, time and maintenance costs in half—or even more. Just study these design features:



Skid Type Kettle—in 40, 55, 80, 115 and 165 gals. capacity.



Trailer Kettle on Pneumatic Tires (above); Solid Rubber or Steel Wheels—in 55, 80, 115 and 165 gals.

INTERNAL TUBE HEATING—speeds melting time, distributes heat uniformly. System easily removable for quick cleaning.

IMPROVED WELL TYPE BURNER—fires horizontally; seamless steel coil burner with close control of flame size.

"FLASH-PROOF" FLUES—double walled—provide effective insulation to prevent excessive temperature and reduce flashing.

ALL-INSULATED KETTLE—for comfort in charging and tapping.

QUICK-DELIVERY COCK—located for faster draw-off and draining of material.

ARCHED COVER for large loading capacity—and hinged for free access to kettle.

HINGED COVER PROTECTION for burner well and flue tubes; can be locked shut.

FUEL TANK—welded steel, fully equipped; mounted on chassis frame; removable for other heating work.

OTHER FEATURES—rugged, full length channel steel chassis; loading handles on frame and retractable leg; semi-elliptical springs on trailer kettles. Rugged skids and handles on skid kettles easy to move.

HAUCK MANUFACTURING CO.

103-113 TENTH STREET

BROOKLYN 15, N. Y.

News

(Continued from Page 17)

New Sales Appointments Announced by Hyde Manufacturing Company

Hyde Manufacturing Company, Southbridge, Mass., has announced the appointment of H. G. ("Bud") Barth as assistant sales manager of the company. He assumes his new duties immediately.

Mr. Barth has been associated with the Hyde Company since 1939. In recent years he has served as Hyde sales representative in parts of the South and Midwest area.

At the same time, the company has announced the appointment of three additional sales representatives. Mr. Charles P. Jarrett will represent the company in Texas, Oklahoma and New Mexico. His headquarters will be in Dallas. Mr. R. J. Konnerth, who will be located at Columbus, Ohio, will cover the states of Ohio, Indiana, Michigan, Kentucky and Tennessee. Mr. P. A. Grolman will represent Hyde in Louisiana and Arkansas.

Rebuilding To Be Greatest In 1950's

The 1950's will see the beginning of a great new era of rebuilding in this country, James M. Ashley, president of the Producers' Council, stated recently.

"Older homes, industrial plants, commercial buildings, and farm structures will be replaced at an unprecedented rate by newer, more convenient, and more efficient structures during the decade which lies ahead," Mr. Ashley said.

"More than 13,000,000 or about one-third of our housing supply is 40 years old or older, and many of those homes will disappear in face of the competition presented by the far more liveable and desirable homes being built today with new and improved materials and equipment.

"Nearly 4,000,000 or about 10 per cent of all existing homes were built 60 or more years ago, or prior to 1890, and even though they have been modernized from time to time they still lack many of the features which have become standard equipment in the lower-cost homes being built at the present time.

"In the past, older homes have been removed from the national housing supply at an average rate of only about 40,000 units a year. That rate is certain to be stepped up sharply in the future.

K

ARNAK

MEMBRANE WATERPROOFING FABRIC

Is as EASY TO APPLY As a Postage Stamp

KARNAK is made to unroll smoothly at all temperatures. There's no waiting for perfect weather to apply it. Application is simple, fast.

Made of strong cotton fibers, closely woven and heavily impregnated with asphalt, KARNAK fabric is extremely pliable, won't rupture from expansion and contraction. It meets all government and ASTM specifications.

KARNAK
Aluminum
Roof Coating

*Highest Quality
guaranteed. Sold
with a warranty.*

KARNAK Asphalt
Coatings
for Roofs, Metal Surfaces and
Masonry Surfaces. Foundation
coatings, for brush, spray or
trowel application.

The handy package saves you money, makes handling and storing easier. Each roll is individually packaged, and stays in perfect condition until completely used. You can use KARNAK down to the last inch.

**Write today for illustrated
Specifications Book.**

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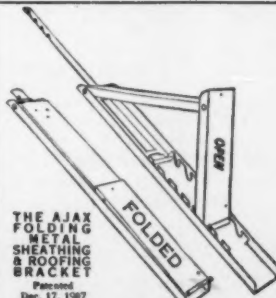
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ASPHALT ENGINEERING CO.
30 Church St., New York, N. Y.
Manufacturers of Asphalt Specialties for 25 Years





AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable

**THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET**

Patented
Dec. 17, 1907
Feb. 2, 1915
Apr. 21, 1925
Aug. 5, 1932

AJAX No. 1

AJAX Building Bracket Co.
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Twenty years' service is mighty strong proof

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For example, take the Franklin School, in Madison, Wisconsin. Back in 1930, 17,000 feet of 1-inch Novoid Corkboard was laid over the steel deck of this roof. Today the architect says: "The roof has

given satisfactory service to the best of my knowledge and belief. We at that time felt that cork insulation was best, and I still think so."

This is only one of hundreds of roofs insulated with Novoid Corkboard which have been serving year after year without trouble of any kind. Isn't it smart to install this kind of insulation on *your* jobs? There's a Novoid distributor near you. May we send you his name? Novoid Cork, Englewood, N. J.

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4 Big Advantages

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It is an extremely rigid corrugated board, approximately 1/4" thick. Completely asphalt-saturated. Weighs 320 lbs. per 1000 sq. ft. Comes in sheets 30" x 48" for easy handling. Low priced.

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When your customer tells you, "Yes, I would like to have a slate roof, but - - -", then is the time to sell a New American.

By this method you can lay a slate roof that has the same appearance as a conventional roof . . . with the conventional 3" head lap . . . a roof that will endure and that will cost a little over half the regular cost.

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Phone 566

Bangor, Pa.

What's New

(Continued from Page 19)

Book On Uses of Aluminum

Today, aluminum makes it possible to map jungles by radar; permits fire fighters to walk around in burning gasoline; heats food with water instead of fire when holes are punched in the bottom section of two-compartment food cans.

These and many other uses for aluminum are described in nontechnical language in the new book, "The A-B-C's of Aluminum," just published by Reynolds Metals Company. The complete story of aluminum is presented—how the magic of chemistry and electricity turn clay into the bright metal products we see all about us. Already aluminum has assumed an importance in our everyday lives exceeded by only one other metal. The reasons why are explained in this new book.

The text of the A-B-C's is divided into three principal sections. "A" is for alloys, the big family of metals called "aluminum" their production and fabrication; "B" is devoted to benefits, the many natural advantages of aluminum and how they serve us; "C" covers consumption, the many new and amazing uses for aluminum today and its fascinating potentials for tomorrow.

* * *

New Steel Scaffolding

A low priced steel scaffolding for light construction and maintenance has been announced by Safway Steel Products, Inc. Basic and frame members measure four feet wide by four feet high. These parts can be assembled in scaffolds or towers as high as 40 feet. Loads should not exceed 50 pounds per square feet.

The steel scaffolding is expected to replace wood trestles or "horses" and wood pole-and-cross-bar scaffolding for many light duty applications. Platforms can easily be shifted to follow progress of the work. Nails, splintering and fire hazards are eliminated, cite the makers.

On the ground, legs rest on simple base plates or screw jacks which compensate for uneven terrain. To increase the scaffold height, additional end frames are installed by simply slipping the tubular legs over integral coupling pins on the top of the next lower frame.

Starting Next Month!

A New Series

TIPS ON APPLICATION of INSULATING SIDING

Beginning November
in
American Roofer &
Siding Contractor

Stained Shingles

(Continued from Page 9)

in a day. A study of many newcomers in the field, today, of double course application shows that any man who has had experience with the application of any kind of siding can apply at least 1½ squares of double course side walls on his first day. After a week of experience, he can be covering 2½ squares a day, and after a month, 3½ to 4 squares a day average. Obviously, an experienced, competent applicator can start right in with a much higher rate. Here I should like to point out that the figures I have just given will obviously be affected by the amount of cutting and fitting that is necessary because of the architectural design of any given house.

Advantages

Now you want to know what the particular advantages are that are available to siding contractors who use the pre-stained processed shake. The beauty of the stained shake wall and the wide range of color selection are its main selling features. The double layers of shakes create heavy shadow lines which are architecturally interesting on the side of the building. They give a definite appearance of strength and stability to the home. The widening number of available colors are sufficient to satisfy both the architectural demand and the desires of the individual home owner.

Economy A Feature

Another important feature of the double coursing method of applying red cedar shakes is its economy. Remember, the undercourse shingles, and therefore one-half of the side wall material are very economical undercourse grade. Remember, too, that the wide exposures are employed which, of course, increase the coverage of the quality shakes. And don't forget the fine insulation qualities that are inherent in red cedar. There are more sealed air cells for every inch of red cedar than any other known wood siding. They contribute definitely to the insulation qualities of red cedar shingle walls.

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For caulking, pointing, glazing and dozens of other jobs, a CALBAR gun is the finest produced. A complete line of sizes, including a large assortment of detachable nozzle styles.



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NIXALITE is a lasting precision engineered corrosion-resistant stainless steel product which baffles, repels and prevents starlings, pigeons, and sparrows from landing on ledges of buildings, signs, guy wires and other places. Actual size of Nixalite is about 4 inches high and 5 inches wide; it's flexible and easy to apply.

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DAVENPORT, IOWA, U.S.A.

Sprayed Insulation

(Continued from Page 11)

paint. The job turned out an ideal plant for the manufacture of a small item—the building was snug and fit despite the thin construction, and it had the additional advantage of sound control.

For Sound Deadening

In many jobs, Connelly has installed the sprayed insulation specifically for sound deadening purposes. The small, but well-designed studio of Station WHLD in Niagara Falls was equipped with cylindrical reflecting surfaces. It was originally insulated for sound with sprayed plaster. But when the new high frequencies came into use, the station discovered that its programs weren't coming through on the new specifications.

Connelly took down the old plaster and applied the sprayed insulation which provided the high absorption needed at crucial locations in the studio. The broadcasts were thereafter transmitted with normal clarity. Though it was one of Connelly's smaller jobs, the firm considers it one of the best examples of the use of sprayed insulation to handle a technical problem.

Solves Acoustical Problem

Another sound problem was solved by the spray process when Connelly was contracted to insulate the Sunset Bowling Alley in Rochester. The alleys were built in the basement of a large shopping center, and the location therefore required that no sound escape into the markets and shops above. Connelly, who did the job for Emil Mueller, boxed in the girders, hung the ceiling beneath the rock lathe with resilient supports, and then applied sprayed insulation. The job required 25,000 square feet of spray, and is what Mueller describes as "ideal" sound-proofing for a 20-alley bowling hall in a location where it otherwise might have been a nuisance.

Used Decoratively

A Connelly job now in progress, the Flores' Normandy Restaurant in Ithaca, is an illustration of how the sprayed insulation can be used as an ornamental foundation at the same time as it serves as a sound deadening material. The restaurant, built in two sections, was designed with a curved ceiling which rolled into small scrolls at the edges and corners. Walls were

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CLASON SNOW GUARDS

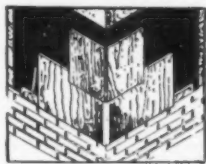
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arranged in a similar manner and lighting was to be recessed behind the scrolls.

The entire ornamentation was combined with the soundproofing when the insulation was sprayed. Pat Tavormina, a clever plasterer, who does all molding for Connelly, shaped the ornamental devices from the sprayed fiber as it was applied. Pastel paint was sprayed on directly, since the insulation was given a more finished tamping than ordinary.

For the Automotive Club of Rochester, Connelly achieved a simpler but equally effective decorative use of sound insulation when a circular ceiling of sprayed insulation was applied in the Club's main office and lounge. The sound-proof "shield" deadened the clatter of office machinery in the rear of the office and contributed to the smart appearance of the interior.

One of the special problems to come to Connelly was that of the B. T. Babbitt Company of Albany. Like the Veterans' Hospital in Buffalo where the high ceiling of the boiler room caused condensation, the Babbitt company was suffering losses as a result of a similar condition. The cleanser manufacturer used an uninsulated building in which to store raw steel sheets for making cleanser cans. Since the steel was unplated, it was subject to rust due to high condensation in both hot and cool weather.

Connelly covered about 18,000 square feet of the storehouse with sprayed insulation and the loss of steel no longer occurs.

Protection Against Fire

Connelly has not yet undertaken a job of sprayed insulation for the primary purpose of fire proofing. The sprayed product, will, however, provide protection against fire, and is especially adaptable to application on metal ducts, beams and girders. A laboratory test of the sprayed fiber to determine its fire resistance resulted in only a slight discoloration and no disintegration appeared even when the plaster mounting board on which the sprayed product was applied was destroyed.

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Plan your day's work in advance, especially as to materials needed. Eliminate return trips to the shop for for-

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FLINT

SIDEWALL STAGING BRACKETS

- COMPACT
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- QUICK
- RIGID
- SAFE

← TUBULAR BRACKET with arms folded.

SIDEWALL PLATE with arm and inserted.

← ADJUSTABLE BASE from 3 inches to 30 inches.

ONE SET OF FLINT STAGING BRACKETS is sufficient for staging an ordinary two-story house.

It contains: 12 Tubular Brackets with arms. 4 Adjustable Bases. 24 Sidewall Plates.

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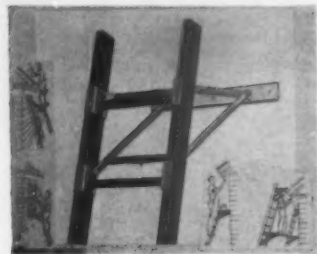
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Here is the handiest, easiest-to-use, neatest offset ladder bracket you've ever seen. It will save you time, labor and money; it's safer!

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**CONNERY
CONSTRUCTION CO.**

2nd & Luzerne Sts.
PHILADELPHIA 40, PA.

Sell Color

(Continued from Page 13)

1950, it will be completed this year.

The houses in both projects are virtually the same. Material specifications and architecture are practically identical. While constantly striving to obtain variations in exterior appearance by varying the roof framing, by staggering the houses, and by varying the exterior finish, John Bonforte says, "The simplest, most noticeable, and most economical variations we have obtained are with color.

Chose Own Exterior Colors

"In Colorado Springs, we allowed our buyers to choose their own exterior colors. This was possible because Bonnyville homes have been sold out for six or more months in advance. Unfortunately, buyers have overwhelmingly chosen white as their favorite color, giving the project a drab appearance.

"When we planned the project at

Pueblo, we decided not to give the buyers a free choice, but to sell the houses in accordance with a preconceived color scheme. Even though the Colorado Springs project has the advantage of being older, and therefore has lawns, shrubs, and variations added by the buyer, the Pueblo project has far more eye appeal and buyer appeal."

We developed ten color schemes for John Bonforte. In each case the first color selected was the asphalt roof color. Starting right with color, I've found, means starting with the right asphalt roof color.

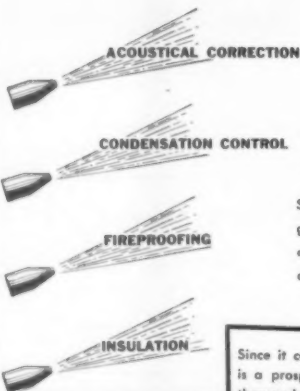
Several times I've been asked why I used nine roof colors on the Bonforte project where only 96 homes are to be built, and only two roof color for 9,000 homes at Levittown. The first consideration is always the architecture.

The Levittown houses may be described as modernized ranch-type Cape Cod. As it's less costly to expand upwards than outwards to provide addi-

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SprayKote



SprayKote has an extremely high coefficient of sound absorption. This makes it ideal for interior insulation in churches, auditoriums, offices, restaurants and theatres.

Condensation is effectively controlled by SprayKote, opening a tremendous industrial and home market.

SprayKote is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.

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tional rooms, the Levittown houses have oversized attics, so the roof line is high. Bright colored roofs would tend to make the houses look top-heavy. Subdued blends "reduce" the roofs.

On the other hand, the houses in Pueblo all have rooms on one floor with no expansion attics. The houses hug the ground and the colorful roofs give them a "lift" and make them appear taller. There was another consideration in Levittown. So many developments in Long Island have white side-walls and bright solid color roofs that they look like patch-work quilts. Brown blend and slate blend afford a pleasing contrast to garishness.

A final color note which I am sure will interest your prospects. We're experiencing mild revolution in interior decorating. We are beginning to integrate exterior and interior color planning. In hundreds of homes, exterior colors are helping to determine the colors used in interiors. So just as the roof is the color key for the exterior color scheme, so is the roof serving as the color key for the inside. It's a new concept and a bold one which your prospects will find challenging, stimulating, and intriguing.



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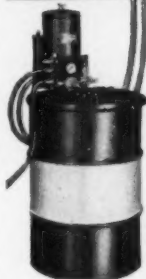
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better roofing job, too! Compounds are more uniformly distributed with easier control of thickness.

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The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

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Nailing It Down

(Continued from Page 7)

high rate of customer turnover. Besides, customers are so value-conscious today, and expect service as a part of the sales package.

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S. H.

STATEMENT OF OWNERSHIP

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946.

OF THE AMERICAN ROOFER AND SIDING CONTRACTOR, published monthly at New York, N. Y., for October 1, 1950.

State of New York

County of New York

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Robert M. Hoffman, who, having been duly sworn according to law, deposes and says that he is the Business Manager of THE AMERICAN ROOFER AND SIDING CONTRACTOR and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semi-weekly or tri-weekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to-wit:

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ROBERT M. HOFFMAN,

Business Manager.

Sworn to and subscribed before me this 5th day of September, 1950.

(SEAL)

THEODORE RAUCH.

(My commission expires March 30, 1951.)

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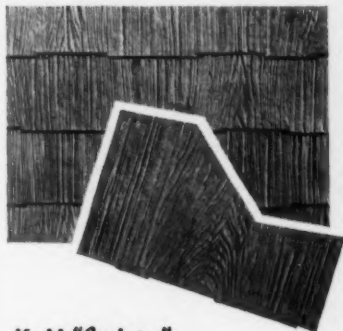
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